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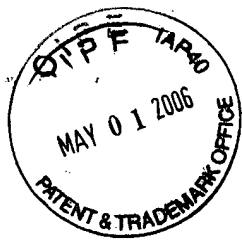
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/851,030	
	Filing Date	May 7, 2001	
	First Named Inventor	Michael CRISTOFALO	
	Art Unit	2611	
	Examiner Name	K. O. T. Bui	
Total Number of Pages in This Submission	4	Attorney Docket Number	559442004300

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Response Under 37 CFR 1.116	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm Name	MORRISON & FOERSTER LLP		
Signature			
Printed name	Jonathan Bockman		
Date	May 1, 2006	Reg. No.	45,640



Attorney Docket No.: 559442004300
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Michael CRISTOFALO

Application No.: 09/851,030

Confirmation No.: 2495

Filed: May 7, 2001

Art Unit: 2611

For: SYSTEM AND METHOD FOR PROVIDING
TARGETED PROGRAMMING OUTSIDE OF
THE HOME

Examiner: K. O. T. Bui

RESPONSE UNDER 37 CFR 1.116

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

This is in response to the final Office Action dated January 31, 2006, for which a response is due on April 30, 2006.

REMARKS

Claims 1-8, 12-70 and 72-79 stand rejected under 35 USC 102(e) as being anticipated by Gershman. This rejection is respectfully traversed.

Applicant's claims are directed to providing targeted programming to a user outside of the user's home. As previously explained, the claimed systems and methods include utilizing a user identification that includes "an identifier corresponding to an account number used in a transaction." As explained on page 6, page 7, line 7, this identifier is used to provide programming specifically